

### REMARKS/ARGUMENTS

In response to the Examiner's FINAL Office Action of August 20, 2008 issued in relation to the present Patent Application, the Applicant submits the accompanying Amendments to the claims, and the below Remarks.

Claims 1-38 and 40 are presented for examination. Claims 1 and 40 are independent claims.

#### *Regarding 35 USC 102 and 35 USC 103 Rejections*

Claims 1-38 and 40 are rejected under 35 USC 102(b) as being anticipated by newly cited Want et al. (US 6,122,520).

Independent claims 1 and 40 have been amended to more clearly define the position as being the position of the coded data portion being interacted with by the sensing device, and that the position of each coded data portion is encoded in the coded data portions. The position is distinct from the location data, which is a geographical location. No additional limitations were added to the claims. The amendment is purely to add clarity.

WANT teaches a location information system 100 where a computer 110 uses a GPS receiver 120 to obtain geographical location data, a transceiver 130 to transmit the geographical location data to a predetermined node 300 or other node on a distributed network 305. Information associated with the geographical location is then transmitted to the computer 110 via the transceiver 130. If the GPS signals are blocked, the geographical location data may be obtained through printed ID labels, infrared beacons or RF tags (Column 6, lines 22-29). The bar printed ID labels (code label 212) encodes either the same longitudinal and latitudinal information that would be obtained from the GPS system or may directly encode a unique URL.

FIG. 6 of WANT shows an embodiment whereby arbitrary connections are provided to objects, with the objects having no location specific information but have been labelled with a unique URL. Specifically, this embodiment reuses the same infrastructure of the previous embodiments (FIGS. 1-5). The labelled objects are "linked" to associated web page(s) through the unique URL on the object label.

Thus, the embodiment shown in FIG. 6 of WANT does provide a user with information about a product or service, ie. the manual, by placing a bar code encoding an URL on the surface of written material 400. The bar code identifies an URL, which may be said identifies also the article, but the bar code does not identify the position of the bar code on the surface of the article. WANT does not teach determining from the data obtained through scanning the bar code the position of the coded data interacted with by the sensing device, as the bar code does not encode such data.

In some embodiments the system of WANT does receive geographical location data, but in those cases the system does not use the scanner. As is disclosed in column 6, lines 21-29, the scanner is only used when the GPS system is unavailable. Also, when scanning the bar code of the manual, the geographical location is not used. The only data used is the URL extracted from the bar code.

Accordingly, WANT further fails to teach determining the information about the product or service from the location data, the identity of the article and the position of the coded data portion on the surface of the article interacted with by the sensing device. WANT only teaches determining the information from the geographical location (either obtained from the GPS, printed ID labels, infrared beacons or RF tags (Column 6, lines 22-29)), or the URL encoded on an article. The claimed invention uses the identity of the article, the position of the coded data portion interacted with, and the geographical position data to determine the information. WANT fails to teach the same.

In view of the foregoing it is submitted that Claim 1 is patentable over the references of record. Claim 40 is a system counterpart claim to method claim 1, and is patentable for the reasons submitted above with regards to claim 1.

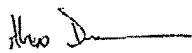
Claims 2-38 are directly or indirectly dependent upon independent claim 1, and are allowable for at least that reason.

### CONCLUSION

It is respectfully submitted that all of the Examiner's rejections have been traversed. Accordingly, it is submitted that the present application is in condition for allowance and reconsideration of the present application is respectfully requested.

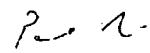
Very respectfully,

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